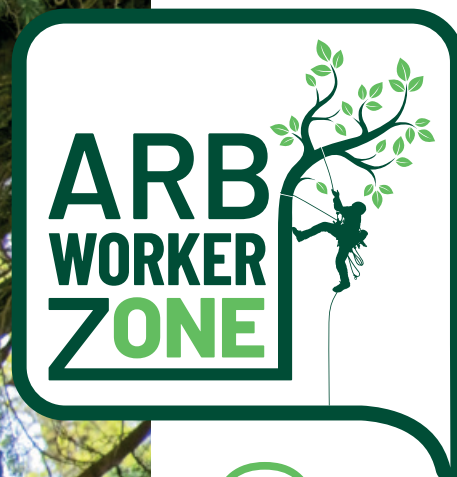


ARB WORKER ZONE SPONSORSHIP



The Arb Worker Zone (AWZ) will be a key interactive ARB Show area and is the centrepiece of the Association's practical focused activities.

The zone gives arborists the chance to try climbing kit, the latest techniques and have a go with practical demonstrations alongside a timetable of events each day and tree climbing tips and tricks drop in area. AWZ has a 30 x 25 meter space to work with, although this can be expanded if required.

Demonstration trees are located in a group of spectacular cedars offering prime visibility on the site.



SPONSOR BENEFITS

- The activity is promoted as 'ARB Worker Zone sponsored by XX', wherever possible.
- The sponsor is invited to provide advertising banners as **ARB Worker Zone sponsored by XX**. Including banners at the entrance and around the exhibit to the discretion of the sponsor and the organisers.
- **Option to provide a demonstration** in the Arb Worker Zone twice daily (or more if the sponsor would like to) at a timeslot of your choosing. Must be relevant to the arborist target audience.
- The timetable and help and advice on hand will be organised by the Association. Including several timetabled demonstrations and workshop sessions each day.
- **Branding space and pop up gazebo** space near

BENEFITS TO THE SPONSOR:

- Reach all visitors with prime brand visibility at the new ARB Show Arb Worker Zone. Branding on ARB Show banners on entrance, sponsors banners and flags around Arb Worker Zone.
- Branding on sponsors banner section near main entrance.
- Multiple sponsor event noticeboards located near the Arb Worker Zone (optional).
- Free Advert in 3x Association eBlast and Training email newsletters. Editorial in Summer issue of ARB Magazine on chosen product/ Subject – up to 500 words.
- **Free Full Page** Inside Back Cover ad in Summer Issue of ARB Magazine. Banner advert on top 3 Help and Advice pages on Association website (6 months) Option to arrange a webinar in

exhibit (exact location to be agreed). Includes option to include an activity –timetabled or for the duration of the event. To be agreed on site visit if required.

- **10x10m plot also included.** Excludes additional extras such as electricity (20% discount on electricity)
- **Option to book extra plots** at 30% discount on normal commercial rates
- **8 x Complimentary tickets** (per day)
- Announcements over public-address system (To be agreed)
- **Free half page** in show guide brochure and 1 page worth of copy on the sponsor (Handed to all show visitors, ad and editorial produced by sponsor. Copy deadline 30th April 2025)

partnership with the Association

- Option to organise a webinar in partnership with the Association by December 2025
- First refusal on 2026 ARB Show sponsorship

During event:

- **Please note** - Westonbirt are asking us to use sustainable banner material where possible.
- Any additional extras and space outlined in addition to those above will be dealt with separately.

Cost of standalone sponsorship for activity:
£2,250 +VAT

SPONSORSHIP

